

**Amendments to the Claims:**

This listing of claims will replace all prior version, and listings, of claims in the application.

**Listing of Claims:**

1. (previously amended) A method for achieving efficient file transfer and traffic management in a digital media distributor system, the method comprising:  
  
providing an Internet file server (IFS) at a central site of the digital media distributor system, the digital media distributor system giving broadcast program affiliates the ability to provide local advertisements and announcement insertion together with delivery of broadcast program feeds; and  
  
utilizing the IFS as an intermediary between the central site and at least one local traffic system, the at least one local traffic system providing schedule initiation for local advertisement and announcement times, wherein the IFS supports file transfer in both directions between the central site and the at least one local traffic system.
2. (original) The method of claim 1 wherein utilizing further comprises receiving inbound transfers of a playlist file from the at least one local traffic system.
3. (original) The method of claim 1 wherein utilizing further comprises receiving inbound transfers of a dub list file from the at least one local traffic system.
4. (original) The method of claim 1 wherein utilizing further comprises receiving inbound transfers of a purge list file from the at least one local traffic system.
5. (original) The method of claim 1 wherein utilizing further comprises performing outbound transfers of a spot status summary file to the at least one local traffic system.

6. (original) The method of claim 1 wherein utilizing further comprises performing outbound transfers of a consolidated As-Run log file to the at least one local traffic system.

7. (original) The method of claim 1 further comprising utilizing a plurality of agents to perform automated processing of files transferred to the IFS and to perform scheduled tasks.

8. (previously amended) A system for achieving efficient file transfer and traffic management in a digital media distributor system, the digital media distributor system giving broadcast program affiliates the ability to provide local advertisements and announcement insertion together with delivery of broadcast program feeds, the system comprising:

a central site server;

at least one local traffic system, the at least one local traffic system providing schedule initiation for local advertisement and announcement times; and

an Internet file server (IFS) coupled between the central site server and the at least one local traffic system, the IFS acting as an intermediary between the central site and the at least one local traffic system, wherein the IFS supports file transfer in both directions between the central site and the at least one local traffic system.

9. (original) The system of claim 8 wherein the IFS receives inbound transfers of a playlist file from the at least one local traffic system.

10. (original) The system of claim 8 wherein the IFS receives inbound transfers of a dub list file from the at least one local traffic system.

11. (original) The system of claim 8 wherein the IFS receives inbound transfers of a purge list file from the at least one local traffic system.

12. (original) The system of claim 8 wherein the IFS performs outbound transfers of a spot status summary file to the at least one local traffic system.

13. (original) The system of claim 8 wherein the IFS performs outbound transfers of a consolidated As-Run log file to the at least one local traffic system.

14. (original) The system of claim 8 wherein the IFS further utilizes a plurality of agents to perform automated processing of files transferred to the IFS and to perform scheduled tasks.

15. (previously amended) A method for achieving efficient file transfer and traffic management in a digital media distributor (DMD) system, the method comprising:

utilizing an intermediary for file transfers between a central site and a local traffic system, the at least one local traffic system providing schedule initiation for local advertisement and announcement times, for a DMD, the DMD giving broadcast program affiliates the ability to provide local advertisements and announcement insertion together with delivery of broadcast program feeds; and

exchanging files according to a chosen Internet transfer protocol between the local traffic system and the intermediary.

16. (original) The method of claim 15 wherein utilizing further comprises utilizing an Internet server as the intermediary.

17. (original) The method of claim 15 wherein exchanging files further comprises exchanging files according to a file transfer protocol (FTP).

18. (original) The method of claim 15 wherein exchanging files further comprises exchanging files according to a hypertext transfer protocol (HTTP).

19. (original) The method of claim 15 further comprising utilizing agents in the IFS to automatically import and transfer list files.

20. (original) The method of claim 15 further comprising utilizing agents in the IFS to automatically generate and export summary files.